

Amendments to the Claims:

1. (Currently Amended) A method for offering a discount on a purchase comprising:

displaying offering one or more items for sale via an Internet server accessible by a customer via a remote client;

receiving at the Internet server from the customer via the remote client an indication to purchase a first item being offered for sale;

determining a discount for the purchase of any other item included in an associated database based on the received indication to purchase and a magnitude of price of the other item; and

displaying to the customer via the remote client the offering a discount for the purchase of a second selected one or more of the other items item-based on the received indication to purchase[.,.] :

applying wherein the discount is only applied with an indication to purchase both the first and second

receiving from the customer via the remote client a buy request based upon the selection;

compiling an order in response to the buy request; and

applying the displayed discount to the compiled order.
2. (Original) The method of Claim 1, the method further comprising:

adjusting the discount based upon a magnitude of the first item price.
3. (Currently Amended) The method of Claim 1, the method further comprising:

receiving from a customer a selection of one of the second item other items being offered for sale, the selection designating a second an item identity; and

supplying a second an item price based upon the second designated item identity.

4. (Canceled)
5. (Currently Amended) The method of Claim 3, the method further comprising:
receiving from a customer a buy request based upon the selection; and
compiling an order in response to the buy request, based upon the selection of the first and the second items.
6. (Currently Amended) The method of Claim 5, the method further comprising:
applying the discount to the compiled order comprising both the first and second items.
7. (Previously Presented) The method of Claim 6, the method further comprising:
presenting the order as compiled to the customer; and
receiving a buy confirmation from the customer.
8. (Currently Amended) The method of Claim 5, the method further comprising:
submitting the order for fulfillment to complete a purchase of the first and second selected items in accordance with the order.
9. (Currently Amended) A server system for generating an order including affecting a discount on a purchase of a second item, the server system comprising:
a database configured to include information regarding a plurality of items available for purchase; and
a processor in data communication with a network and the database, the processor comprising:
a first component being configured to receive an order from a customer interacting with a remote client via a network connection to the server system an Internet to purchase a first item at a first item price;

a second component configured to generate a discount for purchase of any other item included in an associated database based on the received order and a magnitude of price of the other item; and

a second third component being configured to displaying to the customer via the remote client the offer-a discount for a purchase of the second a selected one or more of the other items item after the order to purchase the first item has been received,

wherein the discount is only applied with an indication to purchase both the first item and one of the other items.

10. (Original) The server system of Claim 9, the server system further comprising:

a third component being configured to adjust the discount based upon a magnitude of the first item price.

11. (Currently Amended) The server system of Claim 9, the first component being further configured to:

receive from a customer a selection of a second item one of other items being offered for sale, the order designating a second an item identity; and supply a second item price based upon the second item identity.

12-14. (Canceled)

15. (Previously Presented) The server system of Claim 14, the first component being further configured to:

present the order as compiled to the customer; and receive a buy confirmation from the customer.

16. (Currently Amended) The server system of Claim 14, the server system further including:

a fourth component configured to submit the order for fulfillment to complete a purchase of the ~~first and second~~ selected items in accordance with the order.

17-24. (Canceled)

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